

2014 Executive Committee

Chairperson

Harriet Saperstein, Individual Member

Vice Chairperson

Ron Gillham, Mayor of Huntington Woods

Treasurer

Linda Zabik, Genisys Credit Union

Jean Chamberlain, Oakland County
Mark Hackshaw, Highland Park Business
Asso.

Will Hicks, PNC Bank
Hester Wheeler, Wayne County

30947 Woodward Avenue, Suite 200
Royal Oak MI 48073
248-288-2004 phone
248-288-2067 fax
www.woodwardavenue.org
admin@woodwardavenue.org



2014 Board of Directors

Ann Perry, Pleasant Ridge

April Lynch, City of Ferndale

Bret Rasegan, Oakland County

Carmine Palombo, SEMCOG

Dave Lorenz, Travel Michigan

DeAndre Windom, Mayor of Highland Park

Deidra Waterman, Mayor of Pontiac

Dennis Kolar, Road Commission of Oakland
County

Elizabeth Dryden

Jana Ecker, City of Birmingham

Jim Ellison, Mayor of Royal Oak

Rev. Jim Holley, City of Detroit

John Pisacreta, Beaumont Health Systems

Kurt Metzger, Mayor City of Pleasant Ridge

Leo Savoie, Bloomfield Township Supervisor

Mark Johnson, Mark Johnson & Associates
Architects

Mel Foster, Creative Consultant

Michael O'Callaghan, Detroit Convention
and Visitors Bureau

Mike McLauchlan, Olympia Development

Norm Silk, Blossoms

Paul Good, Detroit Zoological Society

Phil O'Dwyer, Mayor of Berkley

Rita Screws, MDOT Detroit TSC

Rodney Patrick, City of Highland Park

Sandra Montes, MDOT Oakland TSC

Sue Mosey, Midtown Inc.

Steve Brown, SMART

Tim Ross, Ross Mortgage Corporation

Deborah Schutt
Executive Director

August 25, 2014

Senator Tom Casperson, Chair
Michigan Senate Transportation Committee
PO Box 30036
Lansing, MI 48909-7536

Dear Senator Casperson and members of the Senate Transportation Committee:

On behalf of the Woodward Avenue Action Association Board of Directors, we are writing to request your consideration and approval of HB 5072. This bill would rebrand the Michigan Heritage Routes to *Pure Michigan Byways* and enable the program to better align with the Pure Michigan campaign.

Many states take advantage and successfully market their byways as destinations. The advantage of such marketing provides numerous destinations along a single route which is attractive to the traveler and provides for already established driving tour routes.

We would respectfully ask that your recommendation for approve of this bill be sent to the full Senate so that action on this legislation can occur this calendar year.

Please feel free to contact us if you have any questions or concerns.

Sincerely,

Deborah Schutt
WA3 Executive Director

Harriet B. Saperstein
WA3 Board Chairperson

cc: Tom Doyle, MDOT